

Touch-a-matic Telephones

They remember numbers so you don't have to

Now, you can get through faster to numbers you call often. Dial them with just one touch of a button.



The Touch-a-matic 32 telephone

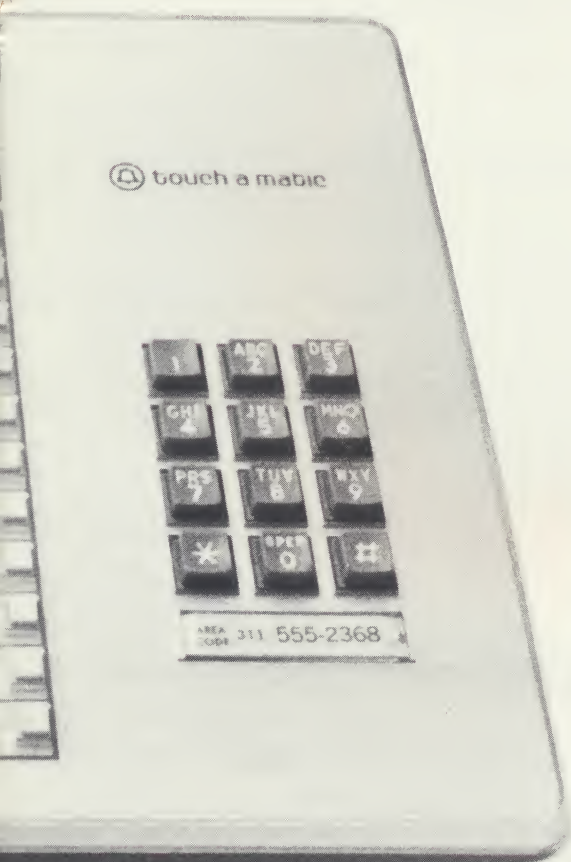
Remembers up to 32 numbers... including the last number you dialed.

With the Touch-a-matic 32 unit you not only have an attractive phone—you have a phone that electronically records and stores up to 31 local or long distance telephone numbers. And it dials them for you at the touch of a button. Clients, customers,

suppliers, your doctor, lawyer, broker... even home... can be reached by pressing just one button.

The Touch-a-matic telephone automatically re-dials the last number manually dialed... fast... at the touch

of a button. Saves time when you've forgotten an important message and need to "get right back". And, eliminates the bother of having to continually re-dial when waiting for a busy number.



Touch-a-matic telephones are available in a variety of colors to suit your personal taste or office decor. Plus you can choose either rotary dial or Touch-Tone* buttons.

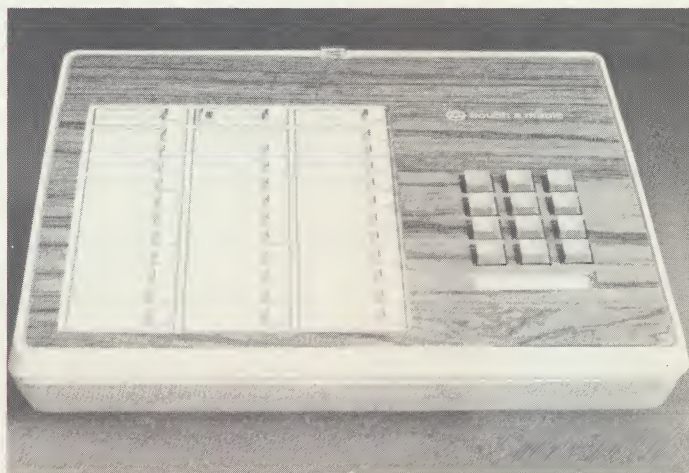
For more information or current rates, please call our business communications specialists, Toll Free: 800-241-0900. In Georgia, call: 800-282-5858.



The Touch-a-matic 16 Telephone Stores up to 16 numbers in a slim, compact unit.

If you don't need to store as many as 31 numbers, the Touch-a-matic 16 is for you. Stores up to 15 numbers—plus the last number manually dialed—in a compact, modern unit. The Touch-a-

matic 16 telephone offers the same calling efficiency and directory-at-a-glance convenience to speed up everyday telephone communications. It can also be wall mounted.



The Touch-a-matic Adjunct Dialer Stores up to 31 phone numbers.

Increase your phone's memory power! This handy adjunct dialer can expand your Touch-a-matic telephone's memory by an addi-

tional 31 numbers. Or, you can add its 31 number capacity to any existing Bell-provided telephone.

Interoffice Communications

Save Time and Steps. Give Customers Better Service. Add Intercom Features to Your Present Phone System.

1. Intercom

Save time and energy—rather than going to see your co-workers, just dial 1 or 2 digits and hold intercom phone meetings within your company. They're completely private and easier to set-up than a formal conference. Participants can stay at their own desks with all the information they need right at their fingertips. You can even add in people as questions come up. Really helps prevent delay in handling business matters.

Intercom can be added to your present phone system. We have a number of different products like the Dialog Intercom System that turns an ordinary phone into an efficient communications

center. Adds intercom privacy, three and four-party inter-office conferencing and hands-free operation. Lets you build a total office intercom network with your present phone equipment at a cost you can afford. Intercom fits both Touch-Tone and rotary dial phones. Intercom is also a feature of the Com Key or Horizon Communications Systems, see pages 8 through 11.

2. Conference Calling

Hold meetings with local or out-of-town associates without any of you ever leaving your offices. Conference Calling is a quick and easy way to get people and information together. Reduces the need for endless time-wasting "call-backs."

Conference calling lets you conduct out-of-town meetings from your office. Eliminates time-consuming and costly travel. Call us Toll Free for more information.

3. Paging

A paging unit that can be built into your telephone system is a practical way of locating "missing persons" in the office without leaving your desk. Speeds internal communications and provides better service to your callers. Call us for details.

The Speakerphone

Lets you do two things at once. It's like having an extra pair of hands.

Now you can fill out forms, search files, check reports and never miss a word of the conversation! To activate the Speakerphone, just tap the "on" button. Then, talk and listen through the box-shaped unit. A special multi-directional mike picks up your voice loud and clear. Great for meetings, too. The more time you spend on the phone every day, the more you'll appreciate the hands-free convenience of Speakerphone. Add it to just about any phone.



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In Georgia, call: 800-282-5858.

Six Special Business Phones and Services

1.

Design Line Phones

The right telephone to project the right image.

Pictured below is one of the more than 18 unusual ways to show the world you're a person with distinctive style, taste, and personality. Design Line phones, with models ranging from playful to executive styles to objets d'art, are more than just good looking. They're practical. You own the phone's housing. But the inside parts are ours. That way if anything inside ever needs repairing, it's our responsibility. That gives you two things to count on: Bell reliability and Bell Service.

"Hidden Phones" come in sleek executive styles or contemporary models. They're perfect for reception room or "executive row" use.



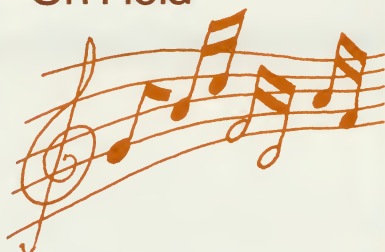
2.

Additional Phone Lines

An additional phone line can save some important calls you'd otherwise miss. Increased efficiency in your office can more than cover the extra charge. Give us a call for rate information.

3.

Music On Hold



Make waiting time seem shorter for a caller who's placed on hold. Connections are provided so that the waiting caller hears music from your own source, or a taped message. It's a pleasant reassurance that the call hasn't been lost or forgotten.

4.

Multi-Button Telephones

Multi-button telephones give you more incoming lines so that you can answer all calls no matter where you are in the office. Gives you capabilities like intercom, paging, music on hold and many more. Push buttons are lighted to show the status of each line: idle, in use, ringing, or on hold. That way calls won't be unintentionally interrupted.



5.

Touch-Tone Dialing

With Touch-Tone dialing you can place your phone calls in four seconds flat. That's nearly three times faster than a traditional rotary dial. And, Touch-Tone phones make it easier than ever to dial accurately the first time—you'll waste less work-time by not dialing wrong numbers. Call us to see if it's available in your area.

6.

The StarSet Headset

Gives you mobility when you're on the phone.

Originally designed for the astronauts, this is one headset made to be worn and forgotten. The StarSet weighs just ounces. But that's not the only reason it's so comfortable. It's not worn over the head; instead it's worn behind the ear or clipped to your glasses. And it comes with six different eartips for custom fitting (and comfort). The voice tube swings side to side and up and down to adjust to the position that's most comfortable for you. When your phone call demands you to be up, down, and around the office, a five, seven, or ten foot cord gives you freedom of movement. Turns your phone into a hands-free telephone.



Com Key Systems

The Flexible, Phone System that Grows With You

- It's an intercom!
- It's a speakerphone!
- It's a pager, and much, much more!
- Custom payment plans, too!



Com Key 416 System

Designed for smaller businesses

There's no end to the ways a Com Key 416 system can make your office more efficient. Everybody in the office is just one touch away. Employees' names appear right on the intercom buttons. In addition, the basic system gives you a voice signaling system that alerts you when a call is waiting, and the ability to make multi-party calls. With all these standard features there are plenty of extra options, too. Like a paging unit hooked up to

each and every phone, nice for locating "missing persons" without leaving your desk. Or a hook-up that can carry music for callers on hold to let them know they're still connected. Or an adapter that carries background music for your entire office. The Com Key system's flexibility even extends to the custom payment plans. Call us Toll Free for all the facts. 800-241-0900. In Georgia, 800-282-5858.



Com Key 718 System

For medium-sized businesses

A modern telephone system designed for flexibility, efficiency and low cost. With capacity for 7 incoming lines and 18 individual telephones, and many of the features of the Com Key 416 system, the Com Key 718 system was specifically designed for small to medium-sized businesses. Call us Toll Free and our business communications specialists will tell you how this advanced concept in communications can aid your business.



Com Key 2152 System

Maximum flexibility for larger-sized businesses

The perfect system for larger-sized companies. Features up to 21 incoming lines and 52 individual telephones. With much of the flexibility of the basic Com Key 416 system, but custom-designed for the business on-the-grow. Enhance your business with the Com Key 2152—our experts will tell you how. Call us Toll Free today.

For more information or current rates, please call our business communications specialists, Toll Free: 800-241-0900. In Georgia, call: 800-282-5858.

New Horizon Communications System

One of the most advanced systems we offer!

Now You Can Make
Your Own Phone
Changes Without
Calling
Southern Bell

If you want to switch
Mike with Jim down the
hall, this flexible,
micro-computer based
system lets you
re-program phone
capabilities yourself.



30-BUTTON ATTENDANT

Horizon System Features Include:

- Customer Ability to Delete and Rearrange Features
- Privacy on Internal as well as Outside Calls
- Ability to Conference with People In or Outside Your Company
- Custom Tailoring of Incoming and Outgoing Lines
- Modern, Up-to-Date Design

Designed for businesses on-the-grow with up to 79 telephone locations

If your business is growing and changing, you need a phone system that can accommodate itself to your needs. Horizon, a micro-computer controlled system can meet those needs with a minimum of fuss, bother and expense. It has a capacity of up to 32 incoming lines and 79 individual telephones. And, because this phone system was designed around the features people in business want and need, you'll find it totally flexible... totally efficient.

This phone system won't let callers hang on hold. It doesn't let calls get lost when they get transferred. It sets up conference calls with up to 5 people. It even tells

you which phone calls come from inside the company, and which ones come from the outside. Everything is clearly labeled on the push-buttons, so you don't have to remember what to do to make things happen.

But—perhaps best of all—if things and people change around the company, you can reprogram the telephone functions yourself with the optional customer access unit. For more information on how you can use one of the most advanced phone systems we offer, please call us Toll Free, 800-241-0900. In Georgia, call: 800-282-5858.



40-BUTTON CONSOLE

30-Button Attendant Set and 40-Button Console

The 30-Button Attendant Set and the 40-Button Console offer a central answering location for your receptionist. The attendant can answer incoming calls, transfer incoming calls, originate outgoing calls, originate and receive intercom calls

and automatically retrieve a call forwarded to an extension that did not answer. They handle any of 79 different telephone extensions and reach any one of them by the touch of a single button.

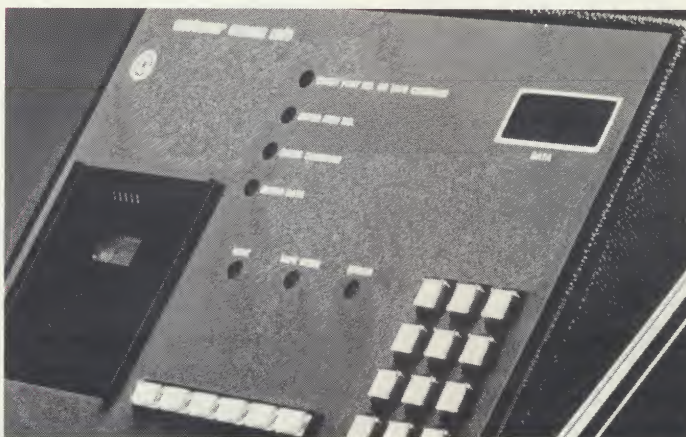


10-Button Electronic Telephone

Your Basic Desk-Top Unit

This multi-button office phone has four buttons with fixed uses: two for making and receiving calls, one for hold, and one for transferring and conferencing calls without going through a receptionist. The other six buttons are open for you to program with the features you need.

Tones distinguish outside calls from inside ones. Special lights (located next to each button) automatically show what's happening in your system. Green indicates what lines are busy, ringing, or on hold; Red shows which line you're connected to when making a call.



Customer Access Unit

Add, Rearrange or Delete Features. It's your own program control!

You can shape the course of your communications by simply tapping in a few codes. You can add, change, rearrange, or delete features of each telephone; reassign existing phones without wiring changes; and change extension numbers as your needs change.

A simple, step-by-step manual and keyed commands guide you as you re-arrange your communications program. All adjustments are made with minimum disruptions and maximum savings... for your company.

**For more information
or current rates,
please call our business
communications specialists,
Toll Free: 800-241-0900.
In Georgia, call: 800-282-5858.**

Data Transmitting Systems



Transaction Telephone

A telephone and a quick credit check in one!

The Transaction telephone helps make verifying credit simple, accurate, and fast (the whole process takes seconds). And it's easy.

(1) Insert the special dialing card that automatically dials your approval source.

(2) Next, insert your customer's credit card. The number and information on the magnetic strip are transmitted automatically.

(3) Now use your Touch-Tone buttons to transmit the amount of the transaction.

(4) Then wait a few seconds for your reply. Instructions and sequenced lights guide even the most inexperienced operator.

The Transaction phone can also be used as a regular telephone!

Teleprinter 43

A fast, economical way to talk to your computer

It looks like a typewriter. And it's just about that easy to operate. Getting "hard copies" from your computer is as simple as making a phone call. Just depress "talk" on the console. Dial. Listen for a beep. Depress the "data" button. That's all there is to it. In no time at all, the information you requested is printed out on 8½" x 11" paper, printed in both lower case and capital letters for easier reading.

The Teleprinter 43 is compatible with most commercial and in-house time-sharing systems. It hooks right up to your telephone and fits anywhere a typewriter will. Maintaining it is simple, too. We can diagnose most problems by "phoning" the Teleprinter and asking it to diagnose itself.





Vu Set

Quickly brings you computer information on a miniature TV-like screen

This desk-top specialist is a visual display terminal slightly larger than a telephone. It gives you fast access to your computer by using either a standard push-button phone or an optional keyboard. Because the input terminal is an ordinary telephone, little training is required for operating the Vu Set. Retrieving data is

easy. Simply punch your identity code, then the code of the information you want. Almost instantly the information appears on the screen. The Vu Set is an easy way to transmit and receive information for people who need quick access to a limited data bank frequently and repeatedly.



Dataspeed 40 Terminal

One of the most advanced terminals we offer

There's very little Dataspeed doesn't do. And everything it does is done as you like it. All the elements are self-contained or modular so you can mix and match to suit your needs. You can transmit and display data, verify format accuracy, print and receive information between two or more locations—all with the speed of electronic communications. This very compact, self-contained terminal is about the size of a typewriter. The desk-top console consists of an

easy-to-read TV-like display screen plus an easy-to-operate typewriter keyboard. Its full display capabilities let you correct, replace, insert or delete any errors quickly without fuss—before transmission. If you need "hard copies", the Dataspeed high-speed printer prints out from your own input terminal or that of another terminal at up to 314 lines per minute. Call us Toll Free 800-241-0900 for all the facts. In Georgia, call: 800-282-5858.

Gemini 100 Electronic Blackboard

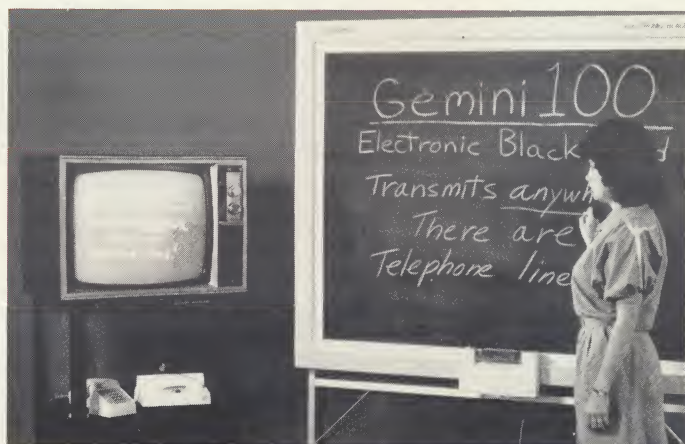
Now people can see what you've got to say!

The Bell System's newest graphics telecommunications system is an inexpensive electronic blackboard that operates wherever there are telephone lines and electrical outlets.

Use it like an ordinary blackboard. It converts chalk strokes to digital data that is suitable for transmission over regular telephone lines. You can transmit images to any number of remote locations connected to a given

call. And, when installed at several locations, there is complete and instant interaction. All voices are heard—all images made on the blackboard are seen.

This system is perfect for teaching, training and conferencing in the fields of education, government and industry. Call us Toll Free: 800-241-0900. In Georgia, call: 800-282-5858.



Custom Calling Services*

Four time-savers you can put to work right now... without a new phone system.

When a missed call means lost business, you need Call Waiting

It's bound to happen. The minute you get tied up on the phone that call you've been waiting for comes through. You miss it... and possible business. When calls are that important, you need Call Waiting.

With Call Waiting you never have to miss an important call—and your customers never have to hear a busy signal.

If you're on the phone when someone calls, a special tone alerts you. The person calling you hears a ring, not a busy signal. You can answer the second call without disconnecting the first, continue with either call, or alternate between them—all without losing either.



Call Waiting is much like having an extra line (but less expensive). If you have more than one line now, add it to your last line. Then, you won't have to miss a call, even if *all* your lines are busy.

Hold a mini-meeting without conferees leaving their offices... with Three-Way Calling

With this service you can hold an impromptu meeting with 2 other people at 2 other locations, even long distance! Add a call while you're talking to someone, and have a three-way conversa-

tion. It's a real time-saver because it puts an end to those "I'll get back to you later" calls that can really eat up your day. And, all you need is your regular phone for Three-Way Calling.

Have your calls follow you when you leave your office... with Call Forwarding

Call Forwarding gives you the dependability of an answering service—24 hours a day—no matter where you are. It lets you transfer your calls to a telephone number where you can be reached day or night.

You can transfer calls to your home after regular business hours for customers, clients

or suppliers who still need to reach you. Or, transfer calls to another phone when your secretary is out. If you're "on call", Call Forwarding is ideal. You can direct your calls to a phone wherever you're going... another office, your neighbor's... even the pool.

Reduce phone numbers to just 1, 2 or 3 digit codes... with Speed Calling

This time-saving service is almost like having direct phone lines to those people you call often. A simple 1, 2 or 3 digit code lets you reach customers, clients, or suppliers without the hassle of dialing all the digits in

each telephone number again and again. Speed Calling accommodates your choice of either eight or 30 phone numbers to speed dialing whether your company is large or small.

You don't need a new phone system to enjoy any of these Custom Calling services

There's no waiting for installers to visit your office. All the work is done at our end. Custom Calling services offer a unique and innovative way to expand your present telephone service at a relatively small expense. There's a one-time charge and a monthly service charge. Monthly rates vary for each service, *but costs less than \$5 a month*. Call us to see if they're available in your area.

*Not yet available in all areas.

Doing Business Out-Of-Town

Remote Call Forwarding

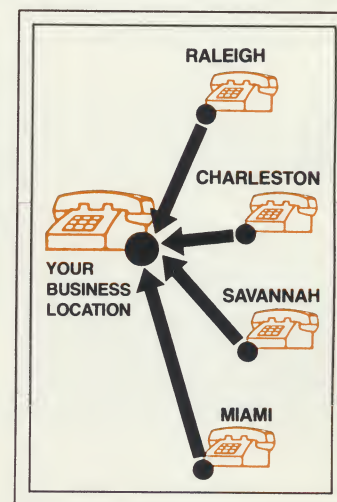
Now! "Branch Out" for More Sales in Any of 36 Key Southern Markets (or even 350 markets nationwide)—Without the Expense of Opening Branch Offices. It's Easy and It's Economical.

Expand your business to any or all of 36 key southern markets with Remote Call Forwarding. RCF is a unique new telephone service that offers your out-of-town customers (and prospects) a local number to your "home office". So you can have a branch office without spending a penny on office space, equipment or new personnel. All you need is the phone on your desk, and RCF.

By subscribing to RCF, you can get listings in local directories wherever the service is available.

Customers, prospects and field personnel telephone calls are then automatically forwarded to your office—or to any other location you choose—when they dial your local number in their respective areas. There's no waiting, no operator involvement, no need for your customers to make collect calls.

One of the benefits of RCF is that it offers you tremendous growth potential. You may start out with a single RCF line to help open new market areas where initial volume doesn't warrant a full office operation. But as your market grows, you can easily add more RCF cities or consider one of our other services for broader application. For rates and more information call us Toll Free: 800-241-0900. In Georgia, call: 800-282-5858.



Foreign Exchange

Local access—long distance!

Foreign Exchange Service is a unique two-way line that gives you local access to any area of the United States—no matter where your home office is based.

Here's how it works. You can have your business listed in another city with a local number. Customers will have the convenience of making a local call. But when the phone rings—it rings in your home office! "Foreign Exchange" lines let you conduct a nationwide business out of one location. All your customers feel that you're just as accessible as any local business. And you can call them, too, for just the cost of a local call. Call us Toll Free: 800-241-0900 for rates and more information. In Georgia, call: 800-282-5858.

WATS Service

Economical Calling

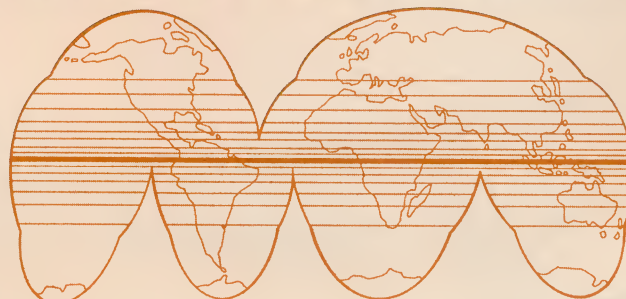
Inward WATS (800 Service) opens your business to distant prospects and customers. By dialing your toll-free "800" number, they can call you as easily as they call a business down the street. *Outward WATS* may cut costs on your office's long distance calls. Either service is available in both national and regional package plans so you can choose the one (or combination) that includes the area of your business. WATS may pay for itself with economical calling rates. To find out if it's cost efficient for you, give us a call, Toll Free: 800-241-0900. In Georgia, call: 800-282-5858.

International Calling

Wraps up your overseas business fast and economically Dial Direct and Save!

Now you can direct dial to 64 countries worldwide from your home or office telephone. Calling overseas business associates is almost as fast and easy as calling across the state. But the advantages are enormous. You can get fast answers to important questions, check supply delivery information, place orders, close contracts almost instantly.

Call us Toll Free, 800-241-0900, for details. In Georgia, call: 800-282-5858.



Doing Business Out-Of-Town

How to Get More Phone Mileage Out of Long Distance

1. The personal touch is often the key to successful collection of overdue accounts. And what's more personal than a phone call? Nobody likes a collection letter. A courteous, concerned telephone call is a lot easier to take. You'll be surprised how cooperative a previously uncooperative customer can become.

2. Visit out-of-town accounts by phone. In just one day you can reach 20 customers by phone—no matter where they're located.

3. Got a new product you can't wait to tell the world about? Get the word out by long distance. You can quickly inform your entire sales force about the product features, prices, selling benefits, special rates, etc. Then, they in turn can relay the message to their customers by long distance. With your sales people on the phone instead of on the road, they can cover more territory and get a jump on competition.

4. Reactivate inactive accounts with an effective calling program. According to

a study, 68% of all customers stopped buying because they felt there was an attitude of indifference shown by one or more representatives of the supplier. By making a concentrated effort, you can eliminate the feeling of indifference and keep the account active.

Before you call make sure you know all about your inactive customer. When was the last order? How much was spent? Were there any complaints? Were the complaints the reason they stopped doing business with you?

Then be sure to call the right person. The one who can give you the order. Have a good reason for calling. Maybe a price special. A new package. Or a new product.

You probably have more business right at your fingertips than you realize. It may just take a phone call to get it moving again.

5. Here are two sure-fire ways to get through to hard-to-reach customers or prospects.

First, always use the words "long distance" when you're making an out-of-city call. Secretaries will be more willing to interrupt their bosses if they know

you're calling from out of town. But they won't know the call is long distance unless you say those two important words at the beginning of your call.

Secondly, if you run into a prospect that's especially hard to reach, make a person-to-person call. This technique is extremely hard to ignore, and adds importance and urgency to your call.

6. The beauty of long distance is that it puts you in instant contact with any individual you want. If you don't know the name, request the person by job function. For example, "Can you tell me who's in charge of buying office supplies for your company?" Then ask to be transferred to that person. Unlike a letter that would have to be routed to the right person, a long distance call can get you through right away.

7. Your business shouldn't stop just because you're away from the office. In hotels, airports, distant plants, you can carry on business as usual... by long distance.

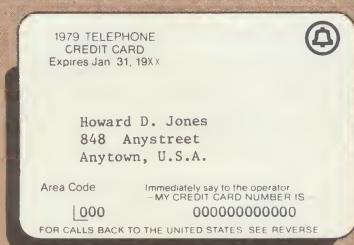
Make the best use of your time "on the road" by dictating messages to your secretary, setting

up schedules for when you return, making appointments for your next stop, or even doing a little pre-selling.

8. Contact your marginal accounts by long distance, rather than in person. This will help you contact more customers, more frequently, and at a lower cost. An inside salesperson can even track their inventory and contact them at the appropriate time to ask for a re-order.

9. When "turn around" time is important for shipments, supplies and inventories, long distance gives you the flexibility to move promptly and accurately. With it, you can avoid delays, mix-ups and unnecessary paperwork. There's no waiting 3 or 4 days for correspondence to cross in the mail.

The key point to remember is that the telephone is the most versatile and effective communications tool you have. Used properly, it can save you time, help you get things done, and make you a more successful business person.



Make any phone your telephone with the Bell System Telephone Credit Card

Next to your business card, a Bell System Telephone Credit Card can be one of the most important cards you carry.

With it, you can make calls from any telephone in the U.S. or Canada to any other city, state or country. And over 75 overseas countries accept

the card for calls made to the U.S. or Canada. You can also use your Credit Card from ships at sea, cars, trains, and other types of conveyances having mobile telephone units—even commercial airlines equipped with air-ground telephone service.

With this Credit Card, you always have a record of your telephone expenses. And you never have to apologize or fumble through an awkward payment when you use someone else's phone.

To use the Credit Card, just tell the operator you want to place a Credit

Card Call. When making calls from a coin telephone, you don't need a pocketful of change. Just give the operator your credit card number, the area code or city you want to call, and the telephone number you want. The charges will be billed to your home or office telephone number, whichever you prefer.

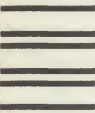
A Telephone Credit Card is yours for the asking. Just call us Toll Free: 800-241-0900... (In Georgia, call: 800-282-5858)... or fill out the postage-paid order card enclosed in the middle of this catalog.



Southern Bell

Direct Marketing Center
340 First National Bank Building
Atlanta, Georgia 30303

Bulk Rate
U.S.
Postage Paid
Southern Bell



No Postage
Necessary
If Mailed
In The
United States

Business Reply Card

FIRST CLASS PERMIT NO. 910 ATLANTA, GEORGIA

Postage will be paid by:

Southern Bell

Direct Marketing Center
340 First National Bank Building
2 Peachtree Street N.W.
Atlanta, Georgia 30303

**For
rates
or more
information,
mail in
this
postage-
free
card.**

